

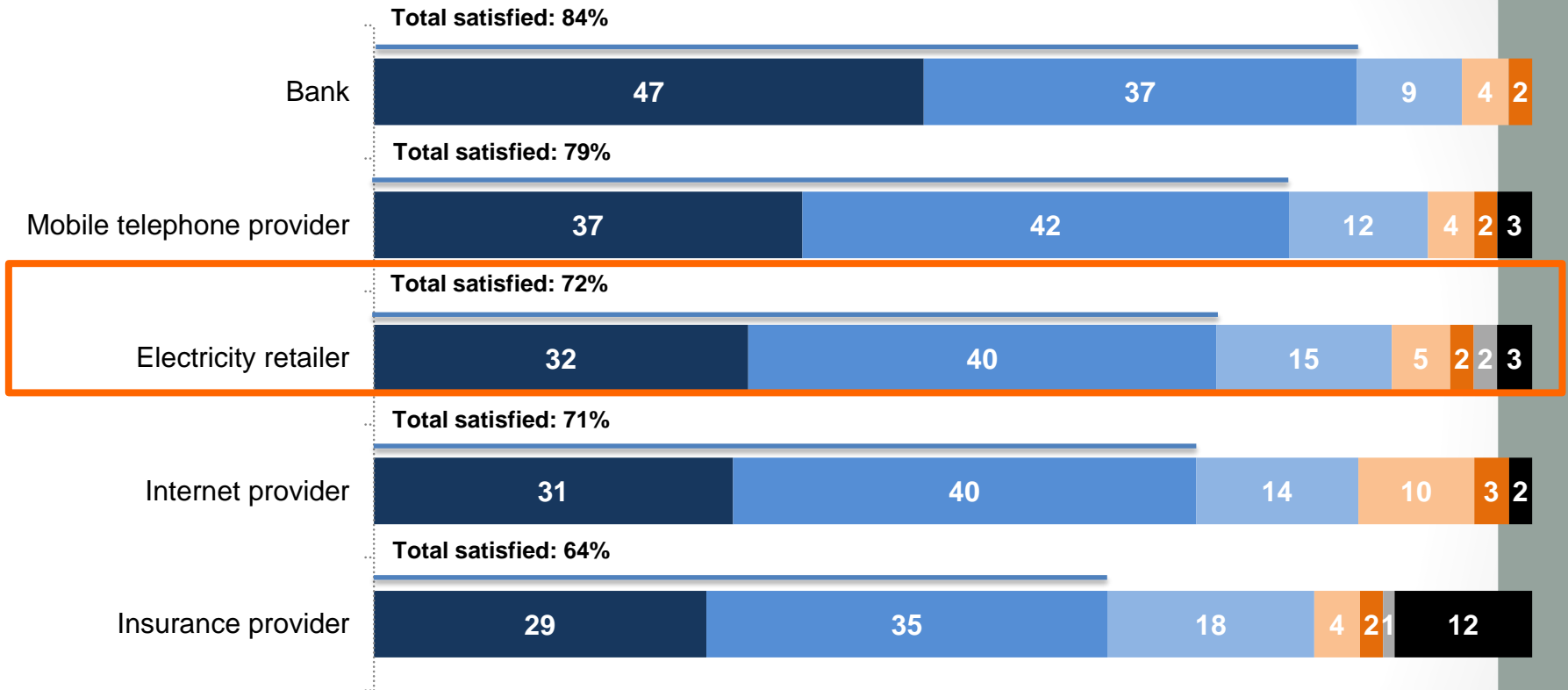
Electricity Consumers' Survey - Findings

February 2016

Objectives of the study

- > To understand:
 - > How consumers make choices (or decisions) regarding electricity offers', including both deals and retailer choices?
 - > Why and how, consumers make decisions (or not) about their electricity provider – this includes decisions around shopping around, reviewing, and switching?
 - > The key sources of information they use to make these decisions?
 - > Why they make the decisions or choices observed including the decision not to shop around or switch or be engaged with the electricity market in any way?
 - > What processes or tools would make decisions and choices easier?

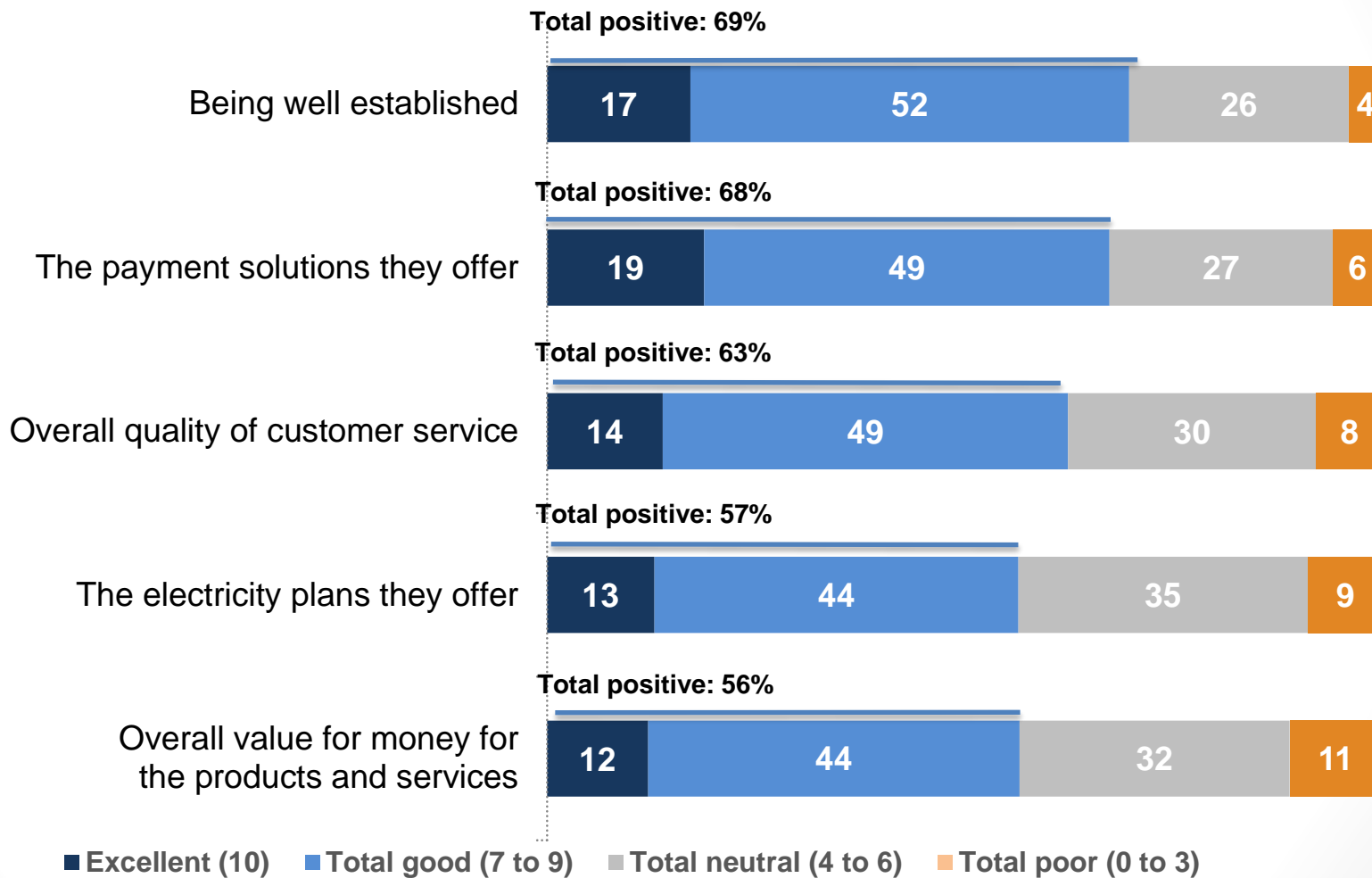
Satisfaction with household services



- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Unsure
- Not applicable

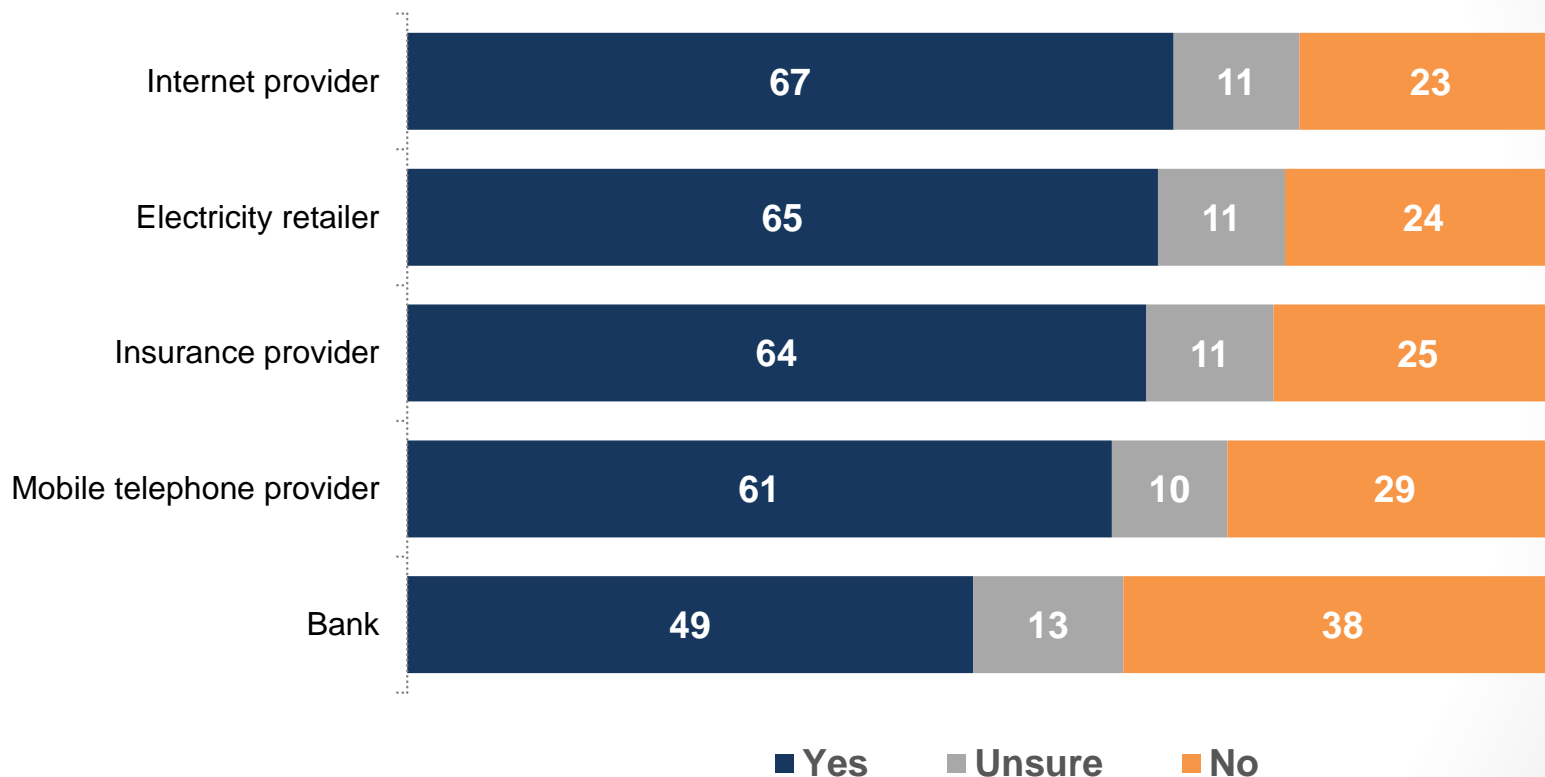
*Base: All respondents (n=1,200)

Electricity retailer attribute ratings



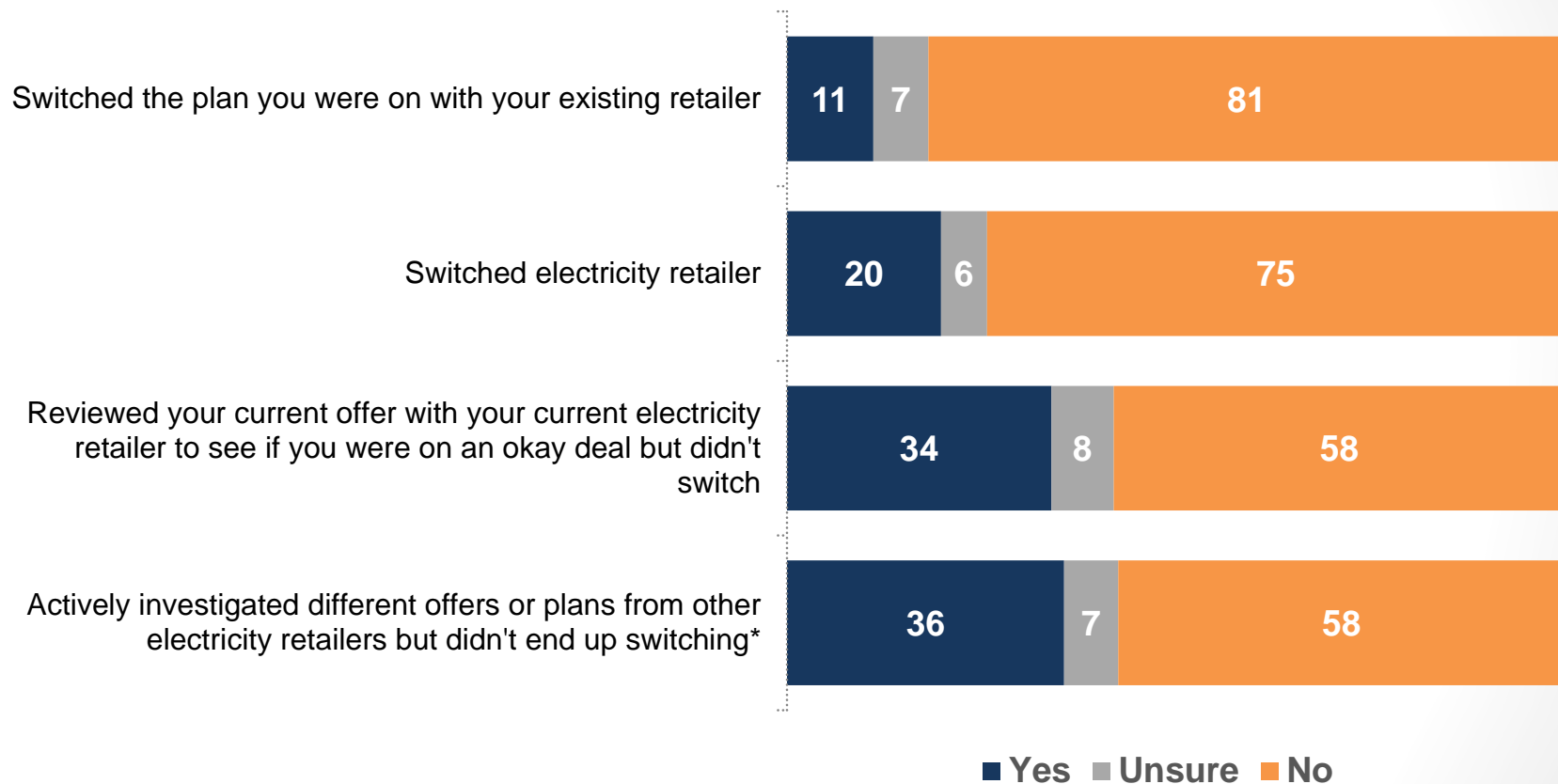
*Base: All respondents (n=1,200)

Worthwhile actively shopping around for household services



*Base: All; excludes 'not applicable'. Internet provider (n=1,177), Electricity retailer (n=1,170), Insurance provider (n=1,060), Mobile telephone provider (n=1,167) and Bank (n=1,200).

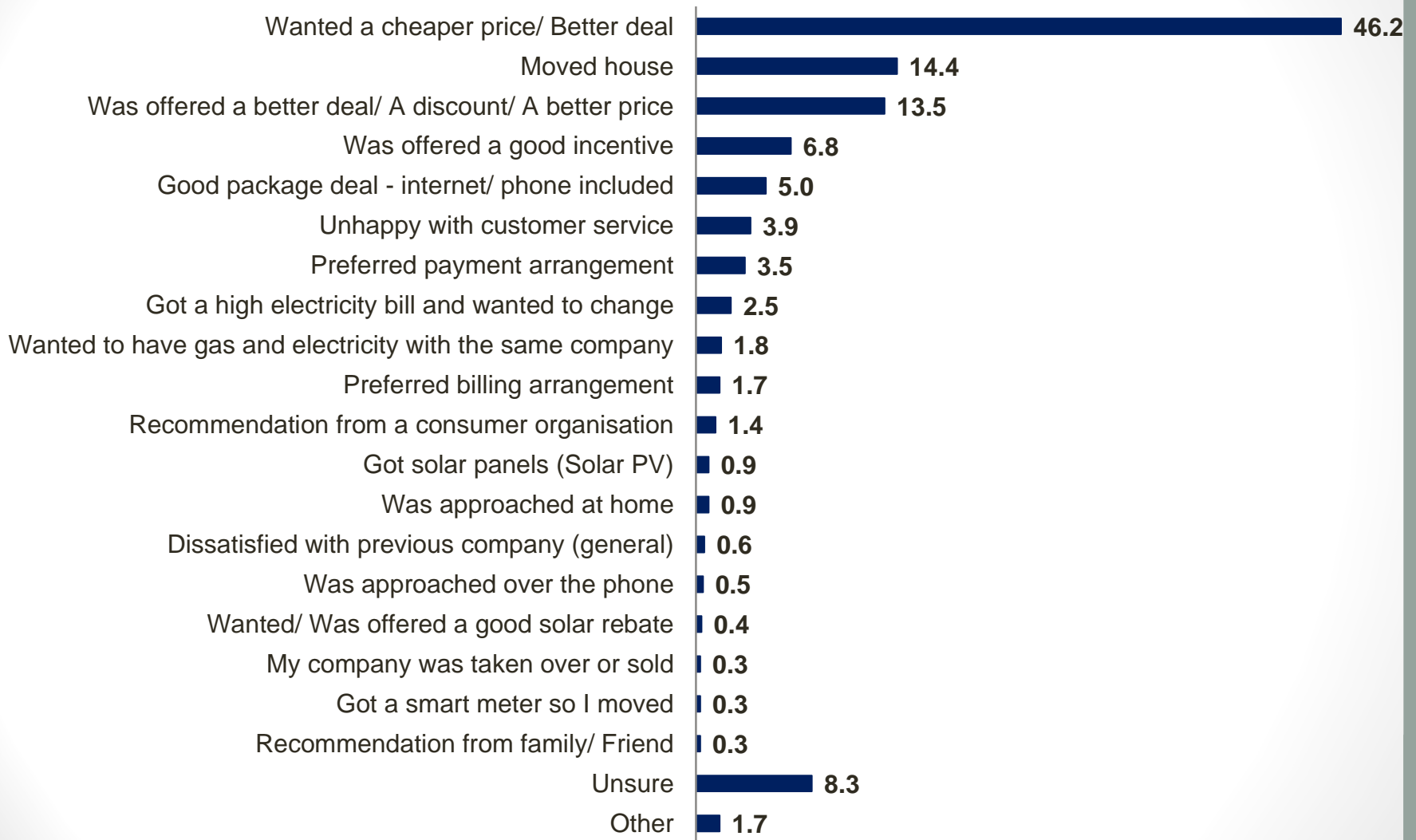
Actual behaviour - reviewing, shopping around, switching behaviour



Base: All respondents (n=1,200)

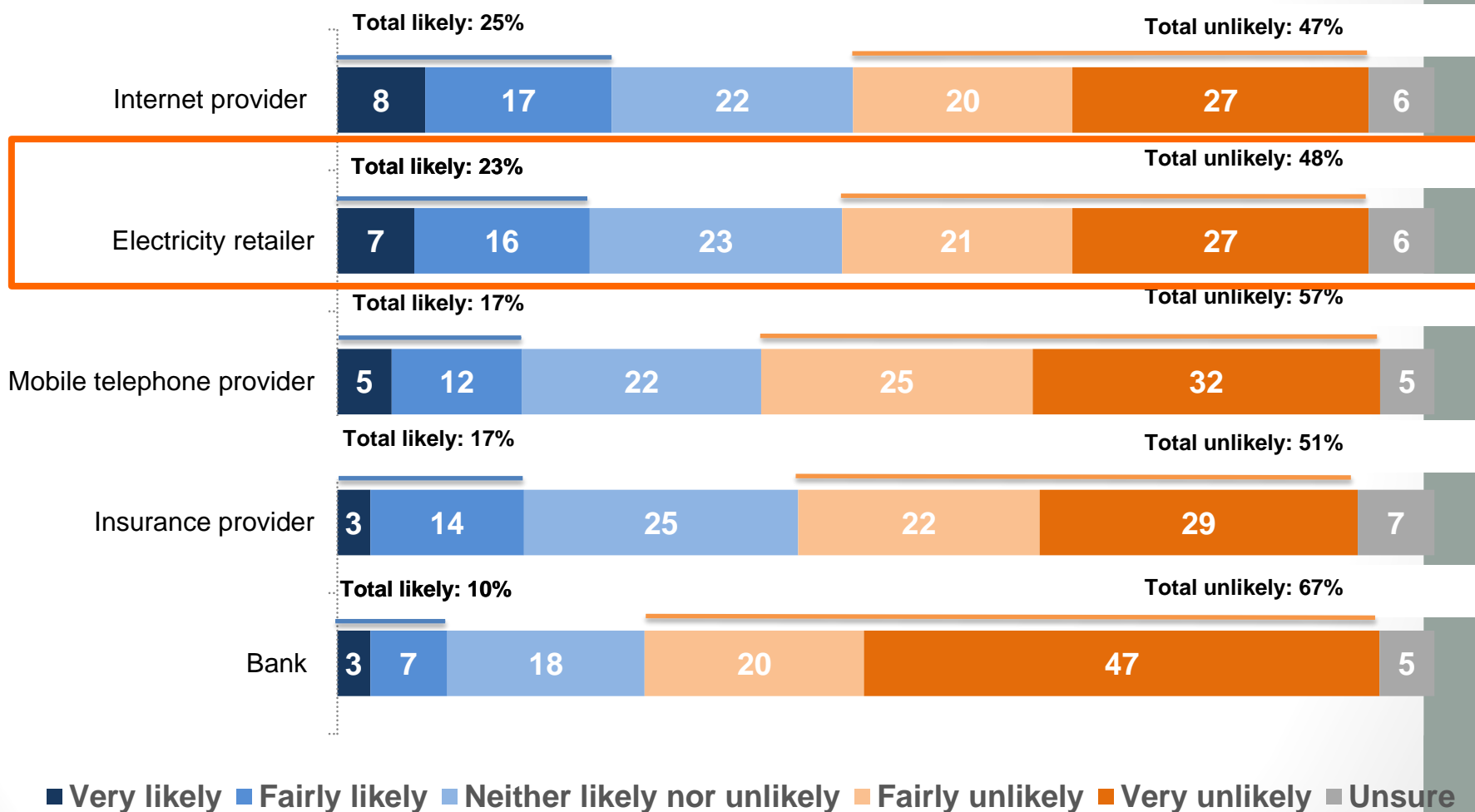
*Base: Respondents who did not switch retailers (n=963)

Reasons for changing electricity retailer or plan



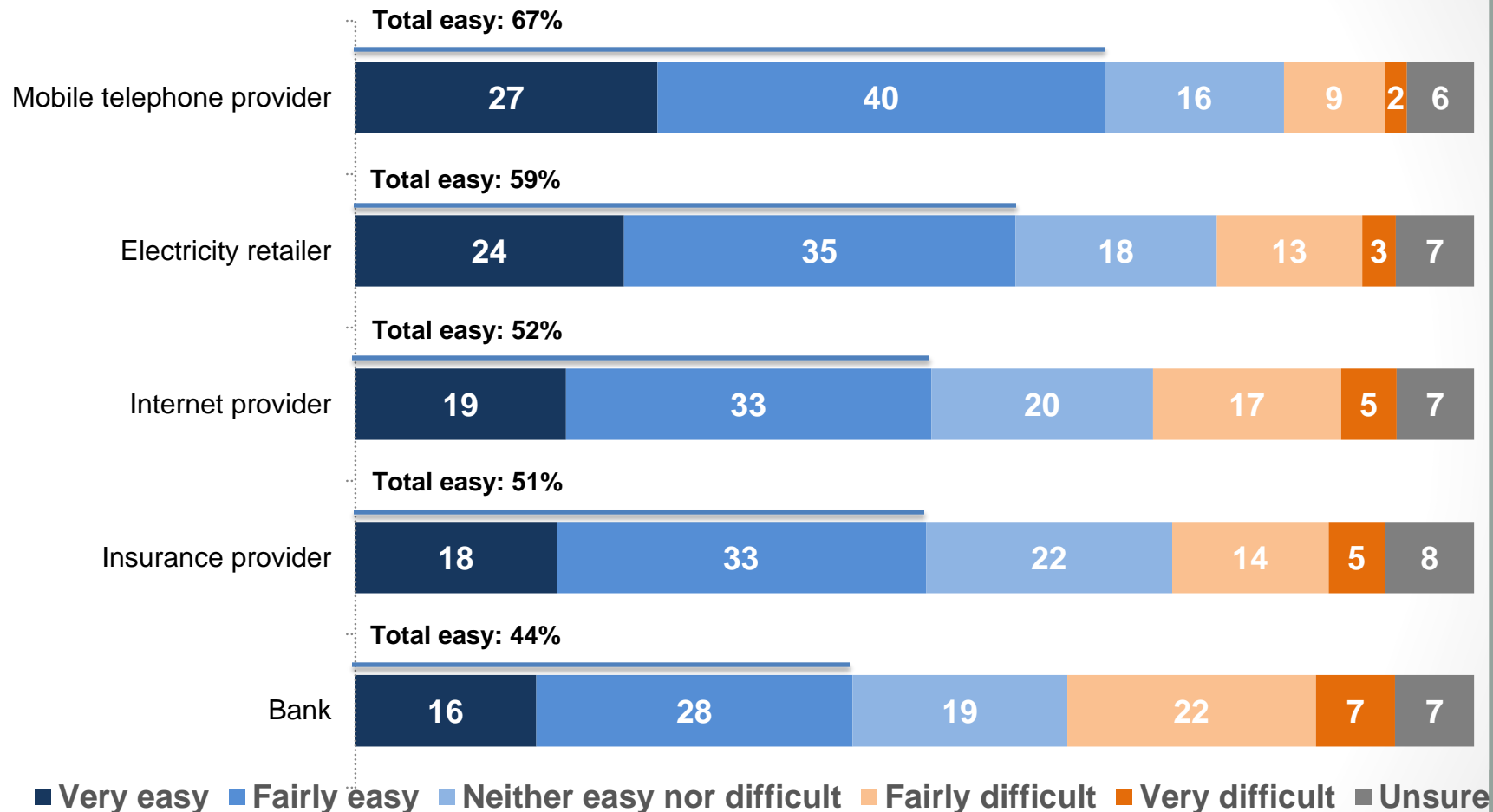
Base: Respondents who switched electricity retailer and/or switched the current electricity plan. (n=319)

Likelihood of switching household services



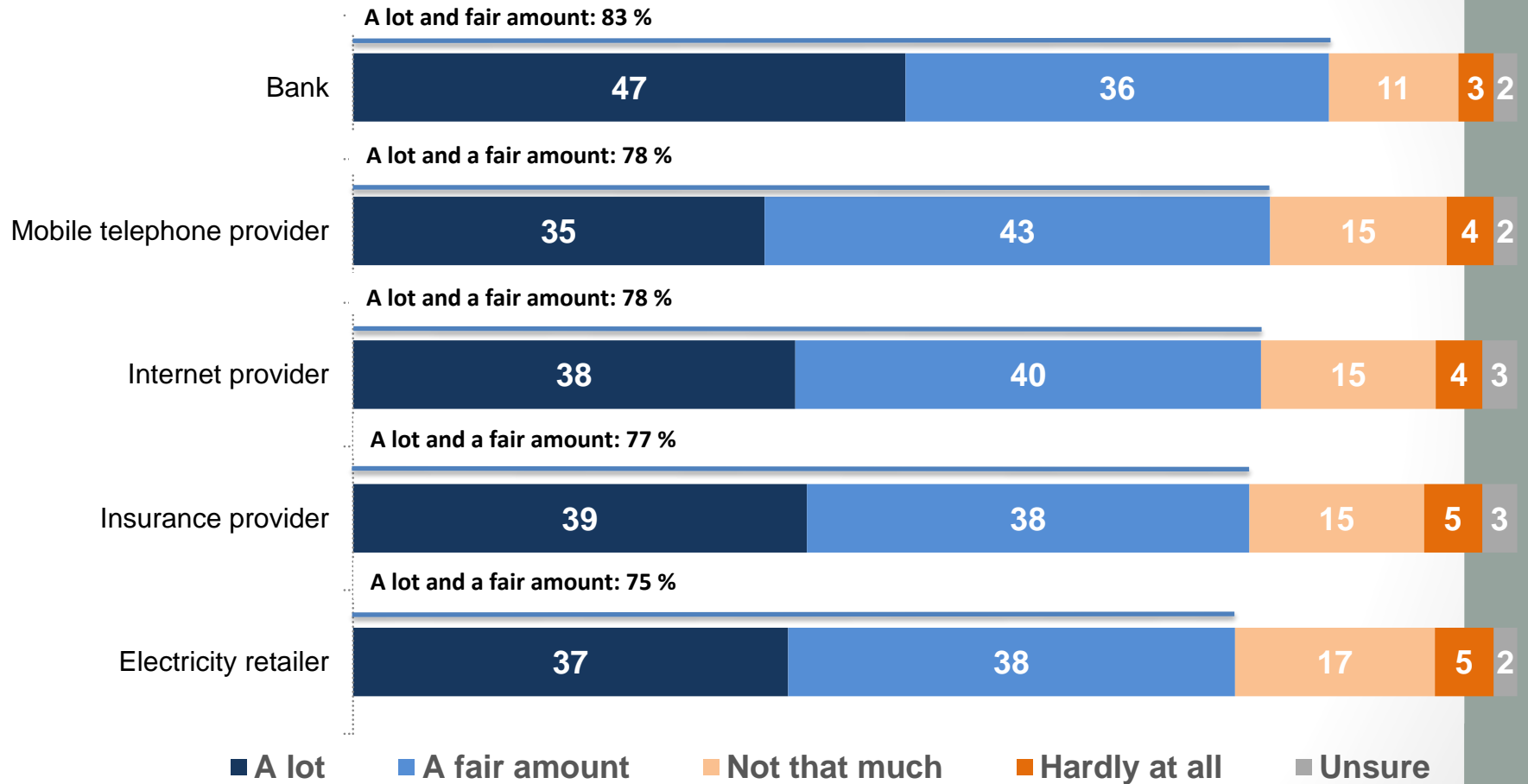
*Base: All; excludes 'not applicable'. Internet provider (n=1,177), Electricity retailer (n=1,170), Mobile telephone provider (n=1,167), Insurance provider (n=1,060) and Bank (n=1,200).

Ease of switching household services



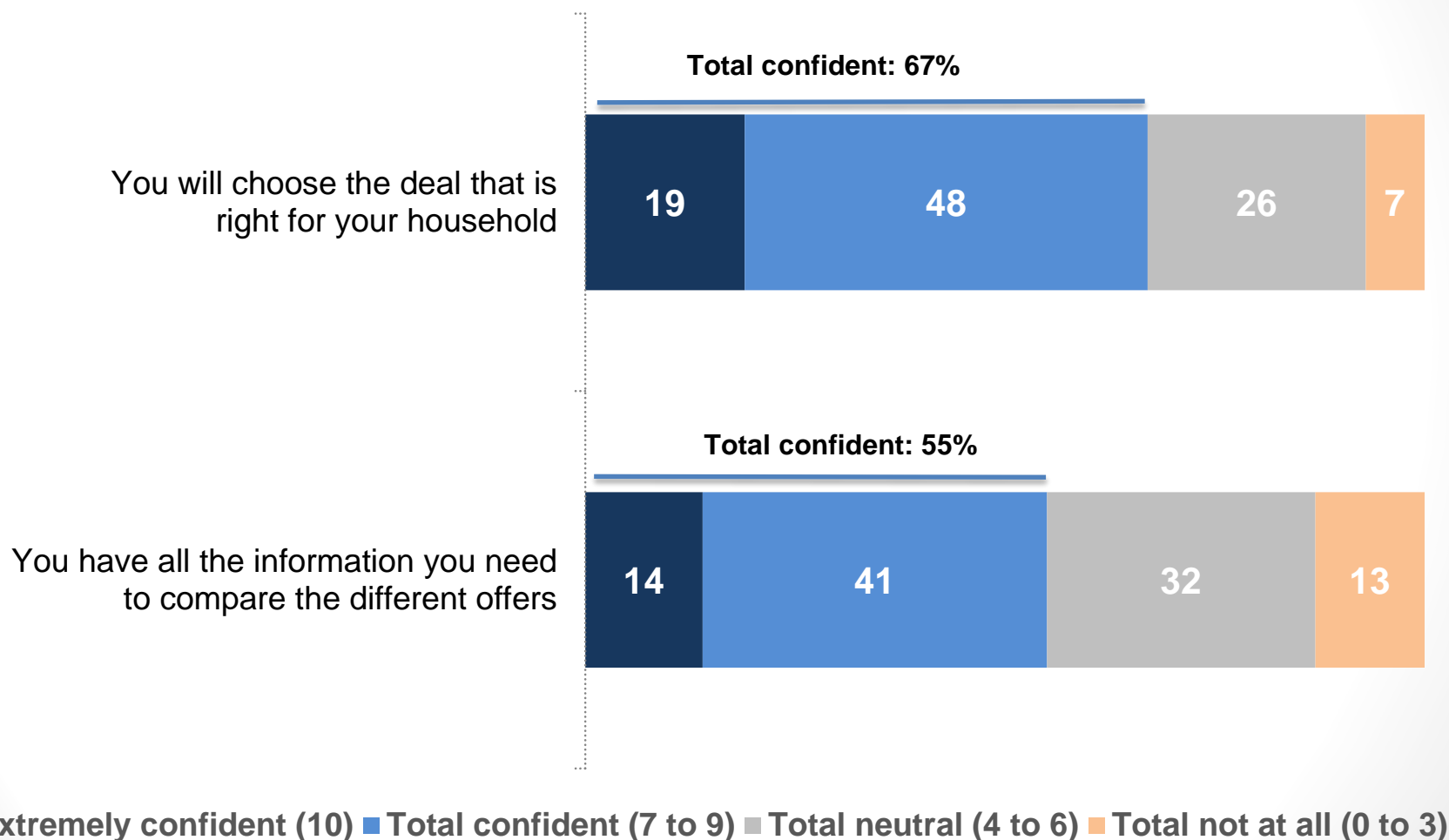
*Base: All; excludes 'not applicable'. Mobile telephone provider (n=1,167), Electricity retailer (n=1,170), Internet provider (n=1,177), Insurance provider (n=1,060) and Bank (n=1,200).

Level of 'care' associated with household services



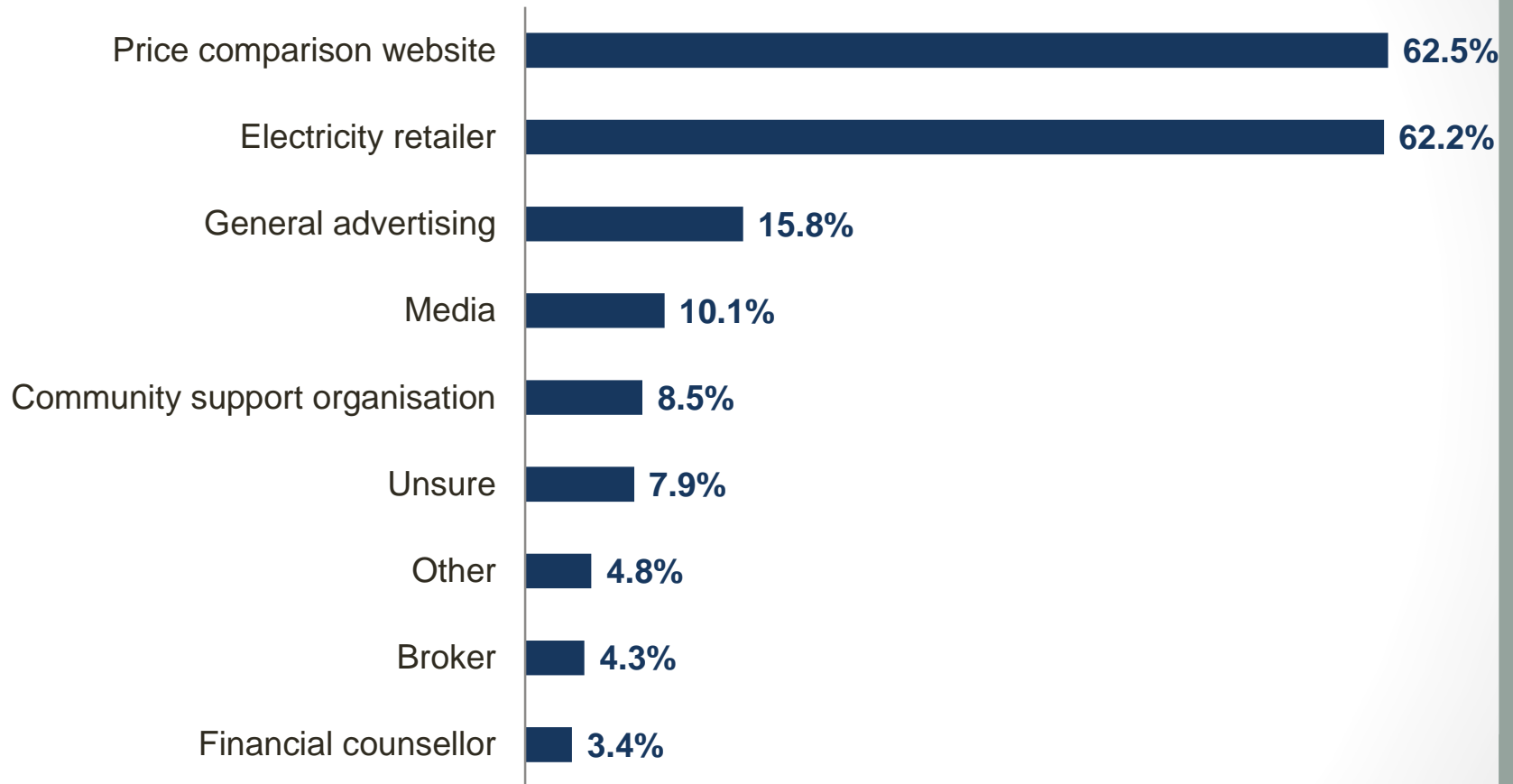
*Base: All; excludes 'not applicable'. Bank (n=1,200), Mobile telephone provider (n=1,167), Internet provider (n=1,177), Insurance provider (n=1,060) and Electricity retailer (n=1,170).

Confidence – choosing and comparing deals and offers



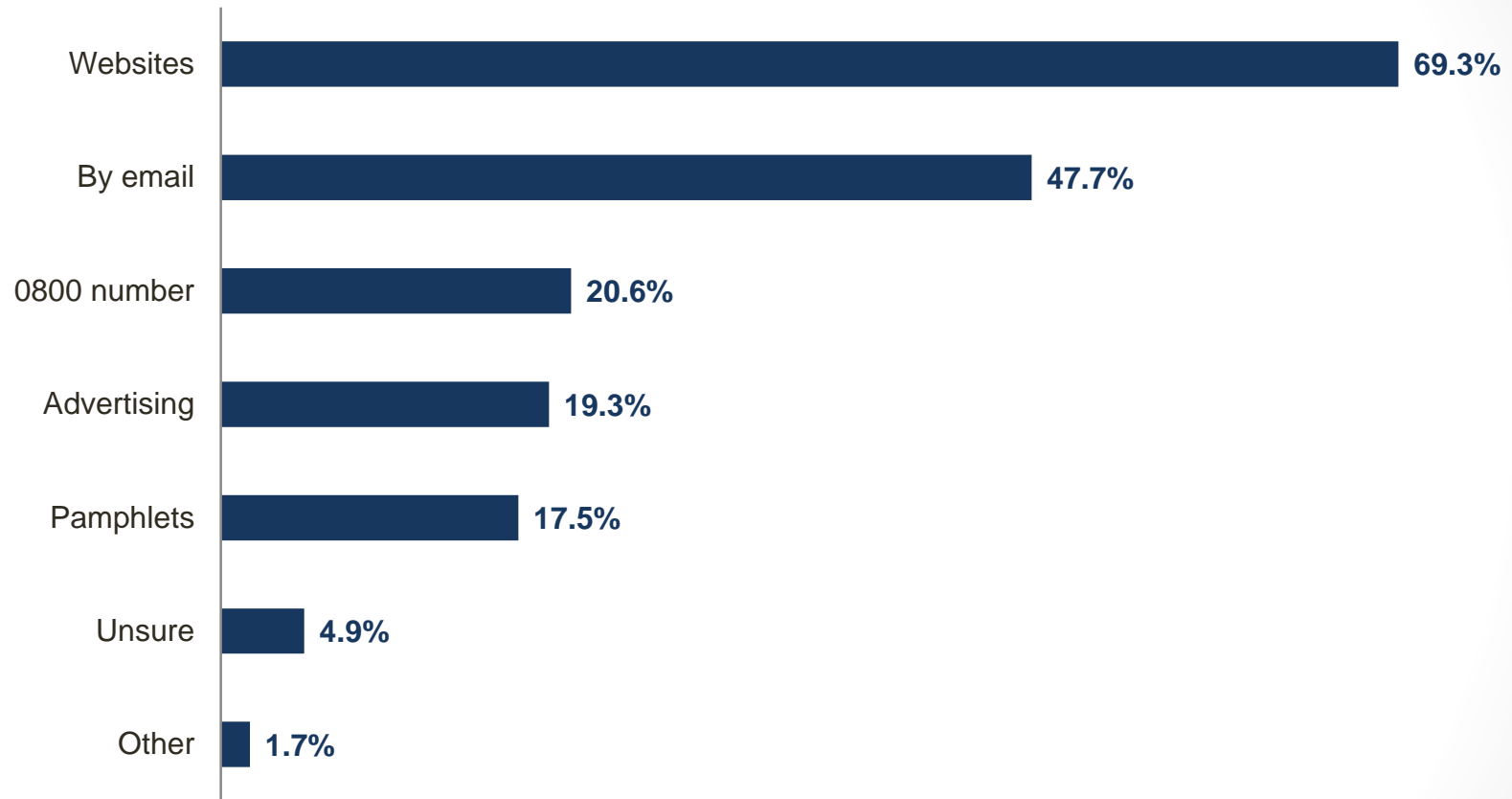
*Base: All respondents (n=1,200)

Preferred method of accessing information



Base: All respondents (n=1,200)
Note: Multiple response question

Best channel to access information



Base: All respondents (n=1,200)

Note: Multiple response question

Conclusion

- > All five household suppliers explored in the study rated highly on satisfaction. Electricity retailers ranked second for whether it was worthwhile to actively shop around, likelihood of switching, and ease of switching, however, when asked how much they cared about the choice of supplier, electricity retailers rated lowest of the five household suppliers. This lower level of care and relatively high satisfaction, would impact on levels of shopping around and switching.
- > There were indications that people were interested in more information to aid reviewing or switching - if provided in the right way.
 - > While two out of three people indicated they were confident they would choose the right electricity deal, a lower proportion (just over half) said they were confident they have all the information they needed to compare electricity offers.
 - > The preferred method of accessing information was through price comparison websites or the retailers.
 - > Digital delivery was the preferred channel, with websites and email topping the list.

The study

- > The study comprised of an online survey among a nationally representative sample of those aged 18 years and over. The sample size was $n=1,200$ and fieldwork took place from the 12th to the 20th of November 2015. The margin of error for a 50% figure at the 95% confidence level for a sample size of 1,200 is plus or minus 2.8%.